

RECEIVED  
CENTRAL FAX CENTER 57329.00002.UTL  
OCT 07 2004 PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:	)	
	)	Group Art Unit: 3622
Peter H. I. Kim	)	
	)	Examiner: John L. Young
Serial No.: 09/665,482	)	
	)	Confirmation No.: 8575
Filed: September 20, 2000	)	
	)	
For: METHOD AND APPARATUS OF	)	
DELIVERY OF TARGETED	)	
ADVERTISING AND CONTENT BASED	)	
ON USER INTERACTION WITH	)	
ONLINE QUERIES ON A WIDE AREA	)	
NETWORK	)	

AMENDMENT & RESPONSE TO OFFICE ACTION

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

Sir:

In response to the Office Action mailed July 7, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted (703-746-7239) to the United States Patent and Trademark Office on October 7, 2004.

JILL C. YOUKEL  
Typed or printed name of person signing Certificate

